

### AMENDMENTS TO THE CLAIMS:

The following listing will replace all prior versions of the claims in the application:

1. (currently amended) A customizable computerized system for providing a directory of websites linked to their corresponding numeric telephone numbers, comprising:

an electronic communications network server for system users to communicate with said system via an electronic communications network and for receiving a system user search query for a first merchant, said first merchant having an Internet website with an Internet domain name address, and said user search query consisting of a numeric telephone number corresponding to said first merchant;

~~access to a user specified Internet website and comparable alternative websites utilizing telephone numbers as search queries, comprising:~~

an electronic data storage device ~~for storing data comprising said Internet domain name addresses of available websites including said said first merchant's user specified Internet website and one or more said Internet domain name addresses of said one or more additional websites of one or more additional merchants, and said numeric telephone numbers corresponding to said user specified said first merchant Internet websites' proprietors, and one or more said numeric telephone numbers corresponding to said one or more additional websites' merchants proprietors, and data regarding products or services offered by said first merchant and data regarding products or services offered by said user specified Internet website and said one or more additional merchants websites~~ in a database;

~~an electronic communications network server for system users to communicate with said system via an electronic communications network and~~

~~for receiving a system user search query for said first merchant's user specified Internet website in the form of said a first merchant's telephone number corresponding to said user specified website's proprietor;~~

one or more software applications for correlating said Internet domain name address data for said first merchant's Internet website with said first merchant's numeric telephone number data, and for correlating said Internet domain name address data for each of said one or more Internet websites of each of said one or more additional merchants with said one or more additional merchant's' numeric telephone number data ~~user specified Internet website and said one or more additional websites with said telephone number data corresponding to said websites' proprietors,~~ processing said user search query to provide access to said first merchant's ~~user specified~~ Internet website in response to said user numeric telephone number query, said one or more software applications further selecting one or more of said one or more additional websites of said one or more additional merchants that offer products or services similar to products or services offered by said first merchant ~~user specified Internet website~~ via a comparison of said data regarding products or services offered by said first merchant ~~user specified website~~ with said data regarding products or services offered by said one or more additional merchants ~~websites~~ using customizable criteria for comparison of said data regarding said products or services offered by said first merchant and said data regarding products or services of said one or more additional merchants ~~user specified website with said one or more additional websites~~ and providing, in response to said user numeric

telephone number query for said first merchant, in addition to a link to said first merchant's Internet website, a referential directory of said one or more additional merchants' Internet websites that offer~~offering~~ products or services similar to products or services offered by said first merchant~~user-specified Internet website~~ based on said comparison of said data regarding products or services offered by said first merchants~~specified website~~ and said one or more additional merchants~~websites~~, in addition to said first merchant's~~specified Internet website~~, said one or more additional Internet websites of said one or more additional merchants being further selected based on said customizable criteria, said referential directory listing both said Internet website domain name address and~~said the website name and~~ numeric telephone number for each of said one or more additional merchants~~Internet websites~~; and

a computer processing device communicating with said electronic data storage device and said electronic communications network server and for running said one or more software applications to cause said user queries to be processed and said referential directory to be generated and rendered in response to said user queries.—

2. (currently amended) The system of Claim 1, further comprising means for processing changes to said first merchant's Internet website Internet domain name~~addresses~~address and for processing changes to said Internet domain name addresses for said one or more Internet websites of said one or more additional merchants such that access to said websites is provided in response to user queries using either a prior address or a changed address.

3. (currently amended) The system of Claim 1, further comprising means for displaying to users content from said first merchant's Internet website and said one or more Internet websites of said one or more additional merchants in a standardized format.

4. (original) The system of Claim 1, wherein said customizable criteria are provided by electronic communication from said user.

5. (previously presented) The system of Claim 1, wherein said customizable criteria are preprogrammed into said one or more software applications.

6. (canceled).

7. (currently amended) The system of Claim 1, wherein said electronic data storage device further stores in a database data regarding the geographic location of said first merchant and said one or more additional merchants, and said one or more software applications select said one or more additional websites of said one or more additional merchants for inclusion in said referential directory based on comparison of said data regarding the geographic location~~information regarding the geographic location~~ of said first merchant and said one or more additional merchants~~of the proprietors of the websites being compared~~.

8. (currently amended) The system of Claim 1, wherein said data regarding products or services offered by said first merchant and said data regarding products or services offered by said one or more additional merchants includes data regarding the types of products or services offered and said one or more software applications select said one or more additional Internet websites of said one or more additional merchants for inclusion in said referential directory based on comparison of said data~~information~~ regarding the types of products or services offered by said first merchant and said data.

regarding the types of products or services offered by said one or more additional merchants~~the websites being compared.~~

9. (currently amended)      The system of Claim 1, wherein said electronic data storage device further stores in a database data regarding the prices for products or services offered by said first merchant and data regarding the prices for products or services offered by said one or more additional merchants, and said one or more software applications select said one or more additional websites of said one or more additional merchants for inclusion in said referential directory based on comparison ~~of~~ of said data regarding the prices for products or services offered by said first merchant and said data regarding the prices for products or services offered by said one or more additional merchants~~information regarding the prices for products or services offered by the websites being compared.~~

10. (currently amended)      The system of Claim 1, wherein said electronic data storage device further stores in a database data regarding the type of content provided by said first merchant's Internet website and data regarding the type of content provided by said one or more Internet websites of said one or more additional merchants, and said ~~wherein said one or more software applications select said one or more additional~~ Internet websites of said one or more additional merchants for inclusion in said referential directory based on comparison of said data~~information~~ regarding the type of content provided by said first merchant's website and said data regarding the type of content provided by said one or more Internet websites of said one or more additional merchants~~the websites being compared.~~

11. (currently amended) The system of Claim 1, wherein electronic data storage device further stores in a database data regarding the date of publication of content provided by said first merchant's Internet website and data regarding the date of publication of content provided by said one or more Internet websites of said one or more additional merchants, and said ~~said one~~ or more software applications select said one or more additional websites of said one or more additional merchants for inclusion in said referential directory based on comparison of ~~said data~~information regarding the date of publication of content provided by said first merchant's Internet website and said data regarding the date of publication of content provided by said one or more Internet websites of said one or more additional merchants ~~the websites being compared.~~

12. (currently amended) The system of Claim 1, further comprising means for receiving a system user search query for a specified electronic mail recipient, said user search query consisting of a ~~in the form of~~ a telephone number corresponding to said recipient;

means for processing said- telephone number user search query to provide information pertaining to said recipient; and

means for sending electronic mail to said recipient.

13. (original) The system of Claim 12, wherein said means for sending electronic mail to said recipient further comprises means for sending said electronic mail to multiple alternate electronic mail addresses corresponding to said recipient, said alternate electronic mail addresses being selected based on customizable criteria.

14. (currently amended) A method for providing access to a specified Internet website and a referential directory of one or more additional websites that are comparable

to said specified Internet website, based on one or more customizable criteria for comparison, utilizing telephone numbers as search queries, comprising the following steps:

gathering and storing in an electronic data storage device data comprising an Internet domain names address for said specified Internet website and an Internet domain address for each of said one or more additional websites, and a telephone numbers corresponding to said specified Internet website and a telephone number for each of said one or more additional websites, and data regarding products or services offered by said specified Internet website and said one or more additional websites in a database;

receiving a system user search query for a specified Internet website consisting in the form of said a telephone number corresponding to said specified Internet website's proprietor via electronic network communications;

providing customizable criteria for comparison of said specified website with said one or more additional websites;

processing said user search query via a computer processor running one or more system software applications to provide access to said specified Internet website;

comparing said data regarding products or services offered by said specified Internet website with said data regarding products or services offered by said one or more additional websites;

selecting one or more of said additional websites that are comparable alternatives to said specified Internet website based on said comparison of said data

regarding products or services offered by said specified Internet website and said data regarding products or services offered by said one or more additional websites,

further selecting from said one or more additional websites that are comparable alternatives to said specified Internet website, one or more of said additional websites, based on said customizable criteria;

displaying to said user a referential directory of said specified Internet website and said selected additional websites; and

providing access to said additional Internet websites.

15. (currently amended) A customizable computerized system for providing access to a specified Internet website and one or more additional websites, comprising:

means for gathering data comprising an Internet domain name addresss for said specified Internet website and an Internet domain name address for each of said one or more additional websites, and a telephone numbers corresponding to said specified Internet website and a telephone number for each of said one or more additional websites, and data regarding products or services offered by said specified Internet website and said one or more additional websites;

an electronic data storage device for storing said data comprising said Internet domain name addresss for said specified Internet website and said Internet domain name address for each of said one or more additional websites, and said telephone numbers corresponding to said specified Internet website and said telephone numbers for each of said one or more additional websites, and data regarding products or services offered by said specified Internet website and said one or more additional



websites, as well as data regarding one or more customizable criteria with respect to said specified Internet website and said one or more additional websites, in a database;

an electronic communications server communicating with an electronic communications network for system users to communicate with said system electronically and for receiving via an electronic communications network a system user search query for said specified Internet website, wherein said user search query ~~comprises is in the form of said~~ the telephone number for said specified Internet website ~~the proprietor of said specified Internet website,~~ and for providing customizable criteria for comparison of said specified Internet website with said one or more additional websites;

one or more software applications for processing said user search query to provide access to said specified Internet website in response to said telephone number query, comparing said data regarding products or services offered by said specified Internet website with said data regarding products or services offered by said one or more additional websites, for selecting one or more of said additional websites that are comparable alternatives to said specified Internet website based on said comparison of said data regarding products or services offered by said specified Internet website and said additional websites, for making a further selection of said additional Internet websites based on said customizable criteria, for providing, in response to said telephone number query for said specified Internet website, a referential directory of said one or more additional websites, said referential directory listing both said Internet domain name address and said telephone number ~~the website name and telephone number~~ for each of said selected one or more additional Internet websites in addition to said telephone

number and said Internet domain name address for said specified Internet website, and  
for providing access to said one or more additional Internet-websites; and

a computer processing device communicating with said electronic data storage device and said electronic communications server and for running said one or more software applications to cause said user queries to be processed and said referential directory to be generated and rendered in response to user queries.

16. (currently amended) The system of Claim 15, wherein search user query consists in the form of an Internet domain name address.

17. (original) The system of Claim 15, further comprising means for processing changes to Internet website addresses such that access to said websites is provided in response to user queries using either a prior address or a changed address.

18. (original) The system of Claim 15, further comprising means for displaying to users content from said Internet websites in a standardized format.

19. (original) The system of Claim 15, wherein said customizable criteria are provided by electronic communication from said user.

20. (previously presented) The system of Claim 15, wherein said customizable criteria are preprogrammed into said one or more system software applications.

21. (canceled).

22. (currently amended) The system of Claim 15, wherein said electronic data storage device further stores in a database data regarding the geographic location of said specified Internet website and data regarding the geographic location of said one or more additional websites, and said one or more software applications select said one or more additional websites based on comparison of said data~~information~~ regarding the

geographic location of said specified Internet website and said data regarding the geographic location of said one or more additional ~~the proprietors of the websites being compared.~~

23. (currently amended) The system of Claim 15, wherein said electronic data storage device further stores in a database data regarding the types of products or services offered by said specified Internet website and data regarding the types of products or services offered by said one or more additional websites, and said one or more software applications select said one or more additional websites based on comparison of said data ~~information regarding the types of products or services offered by said specified Internet website and said data regarding the types of products or services offered by said one or more additional~~ ~~the websites being compared.~~

24. (currently amended) The system of Claim 15, wherein said electronic data storage device further stores in a database data regarding the prices of products or services offered by said specified Internet website and data regarding the prices of products or services offered by said one or more additional websites, and said one or one or more software applications select said one or more additional websites based on comparison of said data ~~information regarding the prices for products or services offered by said specified Internet website and said data regarding the prices for products or services offered by said one or more additional~~ ~~the websites being compared.~~

25. (currently amended) The system of Claim 15, wherein said electronic data storage device further stores in a database data regarding the type of content provided by said specified Internet website and data regarding the type of content provided by said one or more additional websites, and said one or one or more software

applications select said one or more additional websites based on comparison of said data~~information~~ regarding the type of content provided by said specified Internet website and said data regarding the type of content provided by said one or more additional websites~~the websites being compared~~.

26. (currently amended) The system of Claim 15, wherein said electronic data storage device further stores in a database data regarding the date of publication of content provided by said specified Internet website and data regarding the date of publication of content provided by said one or more additional websites, and said one or one or more software applications select said one or more additional websites based on comparison of said data ~~information~~ regarding the date of publication of content provided by said specified Internet website and said data regarding the date of publication of content provided by said one or more additional~~the websites being compared~~.

27. (Withdrawn) A method utilizing the system of Claim 1, comprising the following steps:

Including at least one website address and corresponding telephone number for each available website proprietor in said system's searchable data free of charge to said website proprietor, for retrieval by system users in response to a user query for said website proprietor; and

including said website proprietors' information in system search results for user queries for comparable website proprietors free of charge to said website proprietors.

28. (Withdrawn) A method utilizing the system of Claim 1, comprising the following steps:

Including at least one website address and corresponding telephone number for each available website proprietor in said system's searchable data free of charge to said website proprietor, for retrieval by system users in response to a user query for said website proprietor; and

including enhanced information with respect to a website proprietor in system search results for user queries for said website proprietor in exchange for payment of consideration therefor by said website proprietor.

29. (Withdrawn) The method of Claim 27, further comprising the step of including enhanced information with respect to a website proprietor in system search results for user queries for said website proprietor in exchange for payment of consideration therefor by said website proprietor.

30. (Withdrawn) The method of Claim 27, wherein said enhanced website proprietor information comprises one or more additional website addresses for said website proprietor.

31. (Withdrawn) The method of Claim 28, wherein said enhanced website proprietor information comprises one or more additional website addresses for said website proprietor.

32. (Withdrawn) The method of Claim 29, wherein said enhanced website proprietor information comprises one or more additional website addresses for said website proprietor.

33. (Withdrawn) The method of Claim 27, wherein said enhanced website proprietor information comprises one or more additional telephone numbers for said website proprietor.

34. (Withdrawn) The method of Claim 28, wherein said enhanced website proprietor information comprises one or more additional telephone numbers for said website proprietor.

35. (Withdrawn) The method of Claim 29, wherein said enhanced website proprietor information comprises one or more additional telephone numbers for said website proprietor.

36. (Withdrawn) The method of Claim 27, wherein said enhanced website proprietor information comprises providing said information in emphasized form.

37. (Withdrawn) The method of Claim 28, wherein said enhanced website proprietor information comprises providing said information in emphasized form.

38. (Withdrawn) The method of Claim 29, wherein said enhanced website proprietor information comprises providing said information in emphasized form.

39. (Withdrawn) A method utilizing the system of Claim 1, comprising the following steps:

Including at least one website address and corresponding telephone number for each available website proprietor in said system's searchable data free of charge to said website proprietor, for retrieval by system users in response to a user query for said website proprietor; and

including enhanced information with respect to a website proprietor in system search results for user queries for comparable website proprietors in exchange for payment of consideration therefor by said website proprietor.

40. (Withdrawn) The method of Claim 39, further comprising the step of including said website proprietor's information in system search results for user queries for comparable website proprietors free of charge to said website proprietors.

41. (Withdrawn) The method of Claim 39, further comprising the step of including enhanced information with respect to a website proprietor in system search results for user queries for said website proprietor in exchange for payment of consideration therefor by said website proprietor.

42. (Withdrawn) The method of Claim 39, wherein said enhanced information comprises one or more additional website addresses for said website proprietor.

43. (Withdrawn) The method of Claim 40, wherein said enhanced information comprises one or more additional website addresses for said website proprietor.

44. (Withdrawn) The method of Claim 41, wherein said enhanced information comprises one or more additional website addresses for said website proprietor.

45. (Withdrawn) The method of Claim 39, wherein said enhanced information comprises one or more additional telephone numbers for said website proprietor.

46. (Withdrawn) The method of Claim 40, wherein said enhanced information comprises one or more additional telephone numbers for said website proprietor.

47. (Withdrawn) The method of Claim 41, wherein said enhanced information comprises one or more additional telephone numbers for said website proprietor.

48. (Withdrawn) The method of Claim 39, wherein said enhanced information comprises providing said information in emphasized form.

49. (Withdrawn) The method of Claim 40, wherein said enhanced information comprises providing said information in emphasized form.



50. (Withdrawn) The method of Claim 41, wherein said enhanced information comprises providing said information in emphasized form.

51. (Withdrawn) A method utilizing the system of Claim 1, comprising the following steps:

Including at least one website address and corresponding telephone number for each available website proprietor in said system's searchable data free of charge to said website proprietor, for retrieval by system users in response to a user query for said website proprietor;

including said website proprietor's information in system search results for user queries for comparable website proprietors free of charge to said website proprietors;

including enhanced information with respect to a website proprietor in system search results for user queries for said website proprietor in exchange for payment of consideration therefor by said website proprietor; and

including enhanced information with respect to a website proprietor in system search results for user queries for comparable website proprietors in exchange for payment of consideration therefor by said website proprietor.

52. (Withdrawn) The method of Claim 51, wherein said enhanced information comprises one or more additional website addresses for said website proprietor.

53. (Withdrawn) The method of Claim 51, wherein said enhanced information comprises one or more additional telephone numbers for said website proprietor.

54. (Withdrawn) The method of Claim 51, wherein said enhanced information comprises providing said information in emphasized form.

55. (Withdrawn) A method utilizing the system of Claim 15, comprising the following steps:

Including at least one website address and corresponding telephone number for each available website proprietor in said system's searchable data free of charge to said website proprietor, for retrieval by system users in response to a user query for said website proprietor; and

including said website proprietors' information in system search results for user queries for comparable website proprietors free of charge to said website proprietors.

56. (Withdrawn) A method utilizing the system of Claim 15, comprising the following steps:

Including at least one website address and corresponding telephone number for each available website proprietor in said system's searchable data free of charge to said website proprietor, for retrieval by system users in response to a user query for said website proprietor; and

including enhanced information with respect to a website proprietor in system search results for user queries for said website proprietor in exchange for payment of consideration therefor by said website proprietor.

57. (Withdrawn) The method of Claim 55, further comprising the step of including enhanced information with respect to a website proprietor in system search results for user queries for said website proprietor in exchange for payment of consideration therefor by said website proprietor.

58. (Withdrawn) The method of Claim 55, further comprising the step of including enhanced information with respect to a website proprietor in system search results for user queries for comparable website proprietors in exchange for payment of consideration therefor by said website proprietor.

59. (Withdrawn) The method of Claim 56, further comprising the step of including enhanced information with respect to a website proprietor in system search results for queries for comparable website proprietors in exchange for payment of consideration therefor by said website proprietor.

60. (Withdrawn) A method utilizing the system of Claim 15, comprising the following steps:

Including at least one website address and corresponding telephone number for each available website proprietor in said system's searchable data free of

charge to said website proprietor, for retrieval by system users in response to a user query for said website proprietor;

including said website proprietor's information in system search results for user queries for comparable website proprietors free of charge to said website proprietors;

including enhanced information with respect to a website proprietor in system search results for user queries for said website proprietor in exchange for payment of consideration therefor by said website proprietor; and

including enhanced information with respect to a website proprietor in system search results for user queries for comparable website proprietors in exchange for payment of consideration therefor by said website proprietor.

61. (Withdrawn) The method of Claim 56, wherein said enhanced website proprietor information comprises one or more additional website addresses for said website proprietor.

62. (Withdrawn) The method of Claim 57, wherein said enhanced website proprietor information comprises one or more additional website addresses for said website proprietor.

63. (Withdrawn) The method of Claim 58, wherein said enhanced website proprietor information comprises one or more additional website addresses for said website proprietor.

64. (Withdrawn) The method of Claim 59, wherein said enhanced website proprietor information comprises one or more additional website addresses for said website proprietor.

65. (Withdrawn) The method of Claim 60, wherein said enhanced website proprietor information comprises one or more additional website addresses for said website proprietor.

66. (Withdrawn) The method of Claim 56, wherein said enhanced website proprietor information comprises one or more additional telephone numbers for said website proprietor.

67. (Withdrawn) The method of Claim 57, wherein said enhanced website proprietor information comprises one or more additional telephone numbers for said website proprietor.

68. (Withdrawn) The method of Claim 58, wherein said enhanced website proprietor information comprises one or more additional telephone numbers for said website proprietor.

69. (Withdrawn) The method of Claim 59, wherein said enhanced website proprietor information comprises one or more additional telephone numbers for said website proprietor.

70. (Withdrawn) The method of Claim 60, wherein said enhanced website proprietor information comprises one or more additional telephone numbers for said website proprietor.

71. (Withdrawn) The method of Claim 56, wherein said enhanced website proprietor information comprises providing said information in emphasized form.

72. (Withdrawn) The method of Claim 57, wherein said enhanced website proprietor information comprises providing said information in emphasized form.

73. (Withdrawn) The method of Claim 58, wherein said enhanced website proprietor information comprises providing said information in emphasized form.

74. (Withdrawn) The method of Claim 59, wherein said enhanced website proprietor information comprises providing said information in emphasized form.

75. (Withdrawn) The method of Claim 60, wherein said enhanced website proprietor information comprises providing said information in emphasized form.

76. (Withdrawn) A method utilizing the method of Claim 14, comprising the following additional steps:

Including at least one website address and corresponding telephone number for each available website proprietor in said system's searchable data free of charge to said website proprietor, for retrieval by system users in response to a user query for said website proprietor; and

Including website proprietors' information in system search results for user queries for comparable websites free of charge to said website proprietors.

77. (Withdrawn) A method utilizing the method of Claim 14, comprising the following additional steps:

Including at least one website address and corresponding telephone number for each available website proprietor in said system's searchable data free of charge to said website proprietor, for retrieval by system users in response to a user query for said website proprietor; and

including enhanced information with respect to a website proprietor in system search results for user queries for said website proprietor or other similar website proprietors in exchange for payment of consideration therefor by said website proprietor.

78. (Withdrawn) The method of Claim 77, wherein said enhanced website proprietor information comprises one or more additional website addresses for said website proprietor.

79. (Withdrawn) The method of Claim 77, wherein said enhanced website proprietor information comprises one or more additional telephone numbers for said website proprietor.

80. (Withdrawn) The method of Claim 77, wherein said enhanced website proprietor information comprises providing said information in emphasized form.

81. (currently amended) A customizable computerized system for providing access to a specified Internet website and one or more additional websites that are comparable alternatives to said specified Internet website utilizing telephone numbers as search queries, comprising:

means for gathering data comprising Internet domain name addresses s for said specified Internet website and said one or more additional websites and telephone numbers corresponding to said specified Internet website and said one or more additional websites, data regarding products or services offered by said specified Internet website and said one or more additional websites, and data regarding one or more customizable criteria with respect to said specified Internet website and said one or more additional websites,

an electronic data storage device for storing of said data in a database;

one or more software applications for compiling and rendering ~~a~~ a full directory of all said specified Internet website and said one or more additional websites linked to said corresponding telephone numbers;

one or more software applications for receiving a system user search query for ~~said a~~ specified Internet website, said user query consisting in the form of a telephone number corresponding to said specified Internet website, processing said user search query to provide access to said specified Internet website in response to said telephone number query, selecting one or more of said one or more additional websites based on comparison of said data regarding products or services offered by said specified Internet website and said one or more additional websites, providing, in response to said telephone number query, a referential directory of said one or more additional websites



that are comparable alternatives to said specified Internet website based on said comparison of said data regarding products or services offered by said specified Internet website and said one or more additional websites, in addition to said specified Internet website, said one or more additional Internet websites being further selected based on a comparison of said data regarding customizable criteria with respect to said specified Internet website and said one or more additional websites, said referential directory listing both said Internet domain name address ~~the website name~~ and telephone number for said specified Internet website and said selected one or more additional Internet websites; and

an electronic communications network server providing an interface for system users to communicate with said system and access said specified Internet website and said selected one or more additional websites displayed in said referential directory and for receiving a system user search query for said user specified Internet website, said user query consisting of ~~in the form of~~ a telephone number corresponding to said user specified website;

a computer processor communicating with said electronic data storage device and said electronic communications network server and for running said one or more software applications to cause said user queries to be processed and said referential directory to be generated and rendered in response to said user queries. .

82. (currently amended) A method for providing access to a specified Internet website and providing a referential directory of one or more additional websites selected from available websites that are comparable alternatives to said specified

Internet website in addition to said specified Internet website utilizing telephone numbers as search queries, comprising the following steps:

obtaining and storing in a computer system database data comprising an Internet domain name address for said specified Internet website and a telephone number for said specified Internet website, and an Internet domain name addresss for each of said available websites and a telephone numbers for each of said available websites ~~corresponding to said websites~~ and data regarding products or services offered by said specified Internet website and each of said available websites and data regarding one or more additional criteria pertaining to said specified Internet website and said available websites;

providing a full electronic directory of said available websites linked to said corresponding telephone numbers;

receiving via an electronic communications network a system user search query for saida specified Internet website in the form of a telephone number corresponding to said specified Internet website;

processing said user search query to provide access to said specified Internet website in response to said query;

selecting one or more additional Internet ~~websites~~ websites from said one or more available websites that are comparable alternatives to said specified Internet website based on comparison of said data regarding products or services offered by said specified Internet website and said additional available websites;

further selecting from said one or more additional websites that are comparable alternatives to said specified Internet website one or more of said additional websites that

are comparable to said specified Internet website based on comparison of said data regarding said customizable criteria pertaining to said specified Internet website and said one or more additional websites;

displaying to said user a referential directory listing of said further selection of one or more of said additional websites, in addition to said specified Internet website, including both saidthe telephone number and said Internet domain name website address for said specified Internet website and for each of said website; and

providing access to said one or more additional Internet websites.